

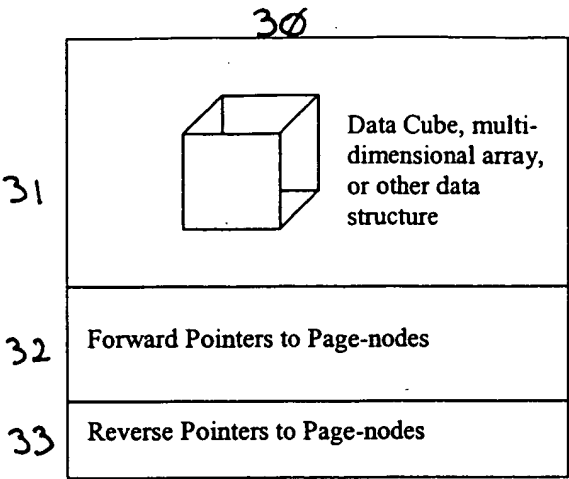
FIG. 2

2ϕ

Number of Clicks	9	2	5	3	4	5	3
	8	4
	7
	6
	5
	4
	3
	2
	1	9	3	1	3	4	3
		0-10	10-20	20-30	30-40	40-50	50-60 AGE

00982.0003 00982.0003

FIG. 3



00982.0003

FIG. 4

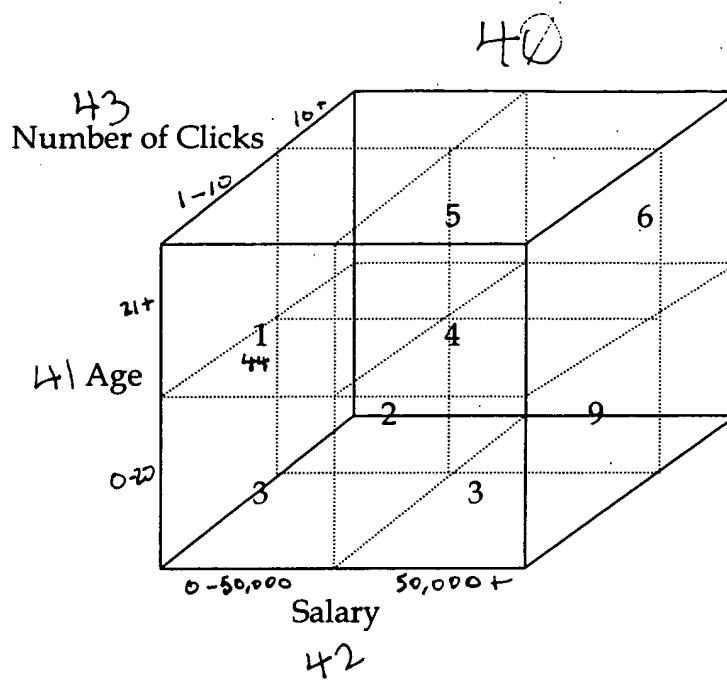
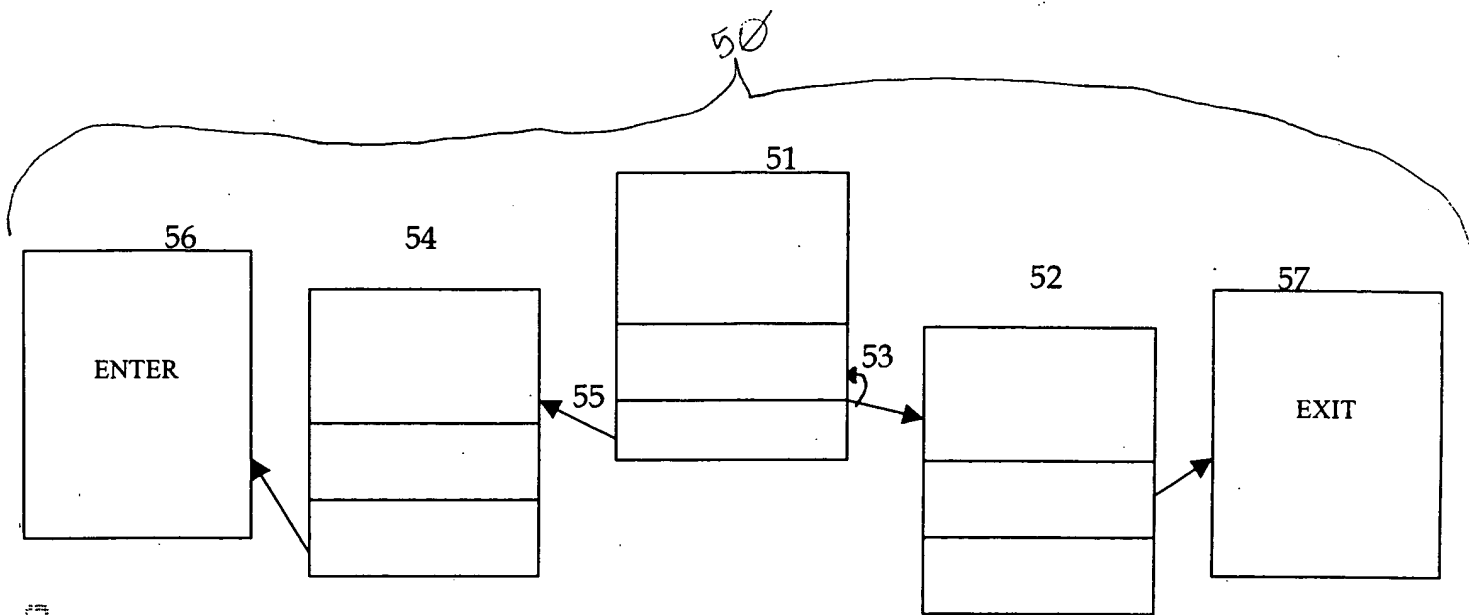


FIG. 5



00982.0003

FIG. 7

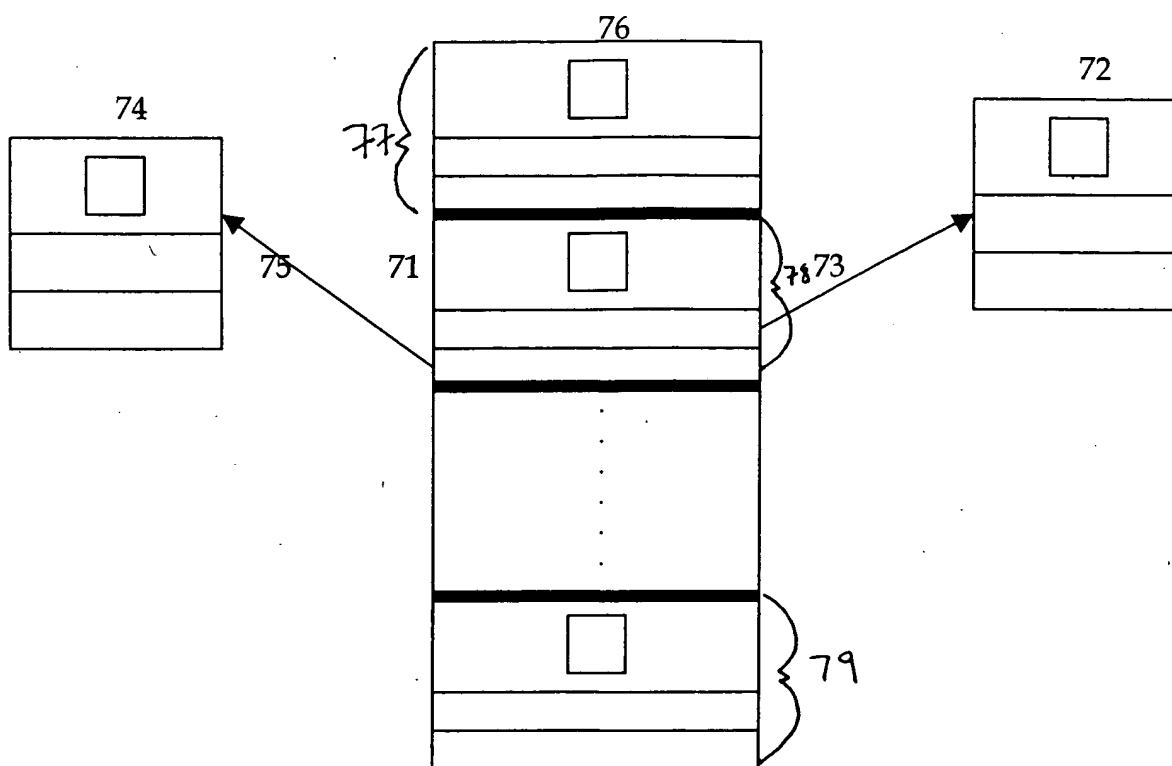
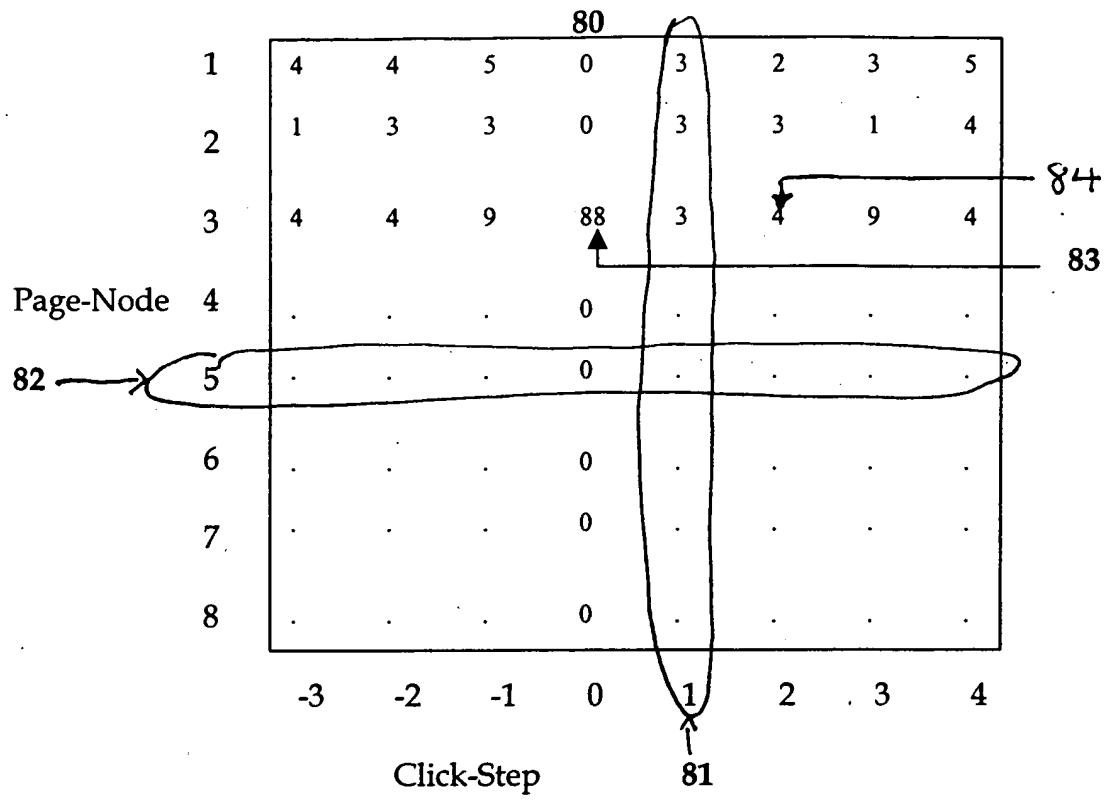


FIG. 8



TOP SECRET

100

"enter"

"home"

"shop"

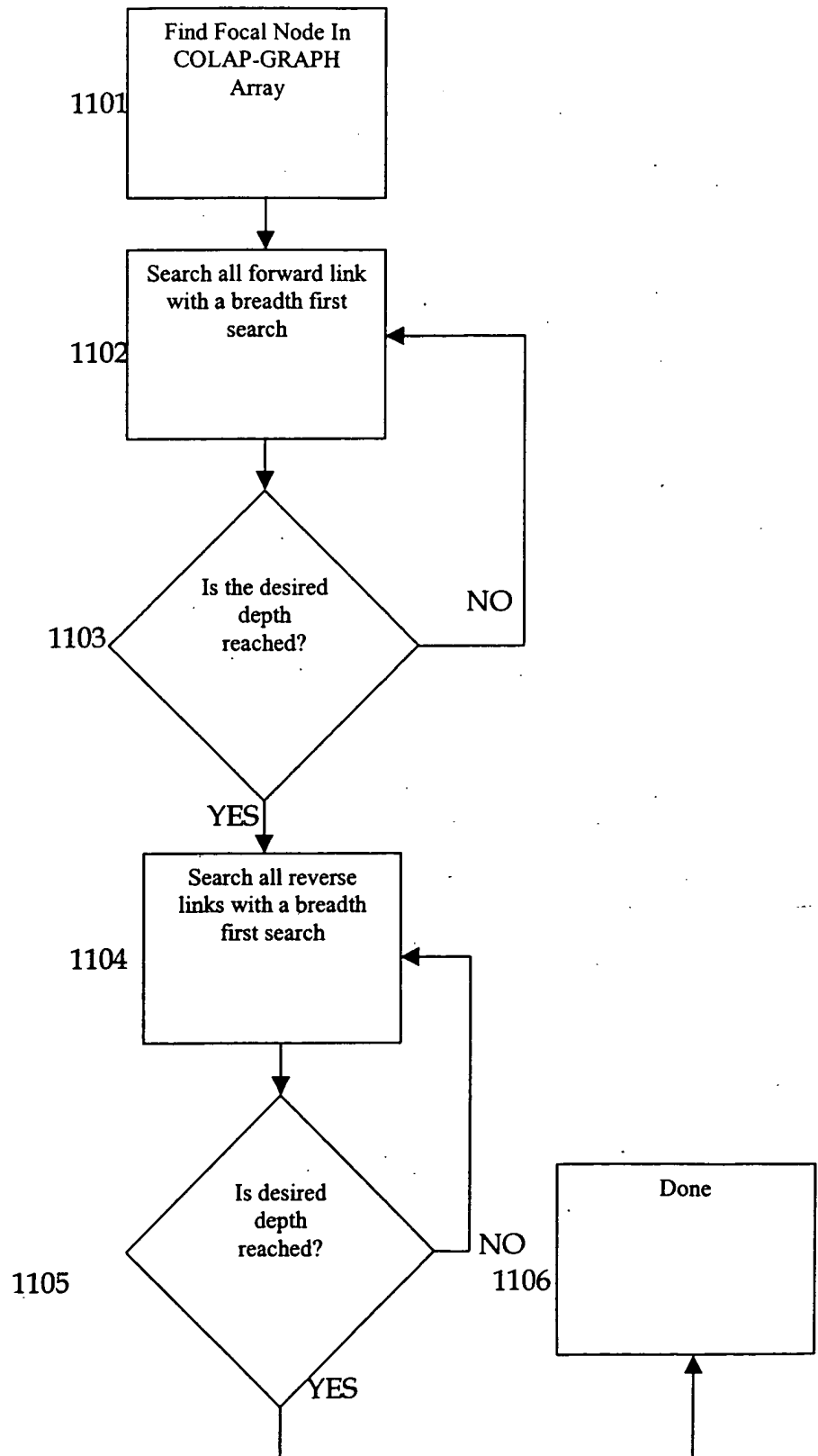
"main"

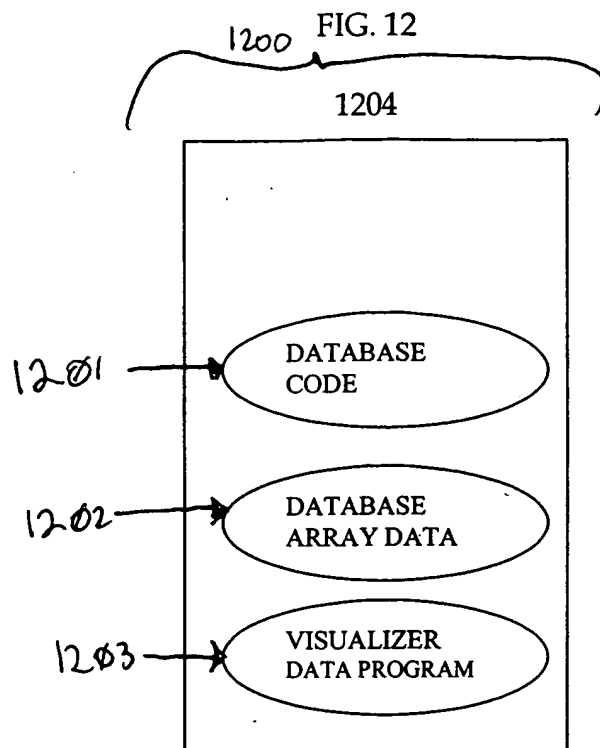
"other"

Page node

-3	-2	-1	0	1	2	3
0	0	50	0	6	1	1
0	50	0	0	1	2	11
50	0	0	0	5	8	22
0	0	0	50	3	9	6
0	0	0	0	7	9	12

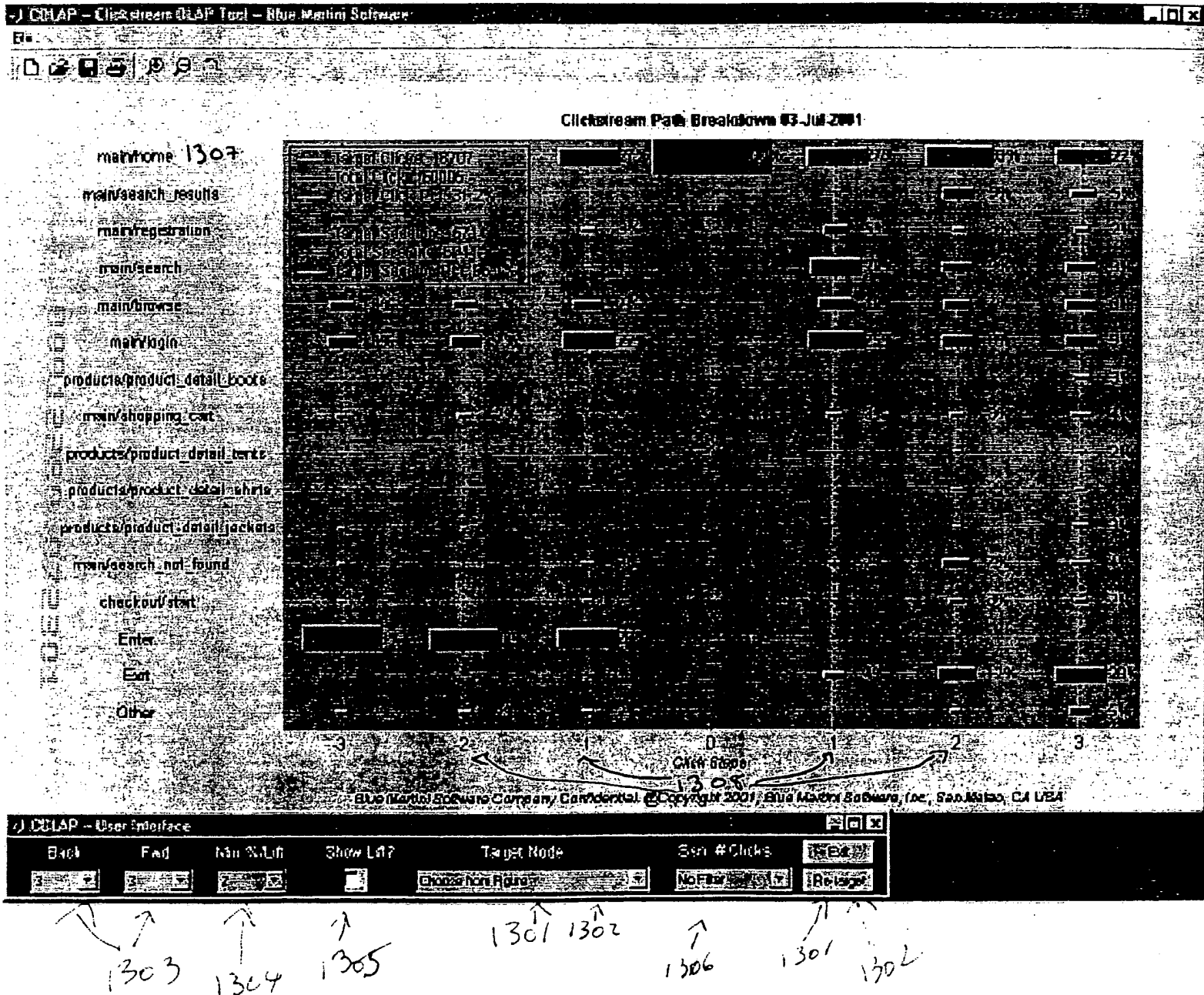
FIG. 11





00982.0003

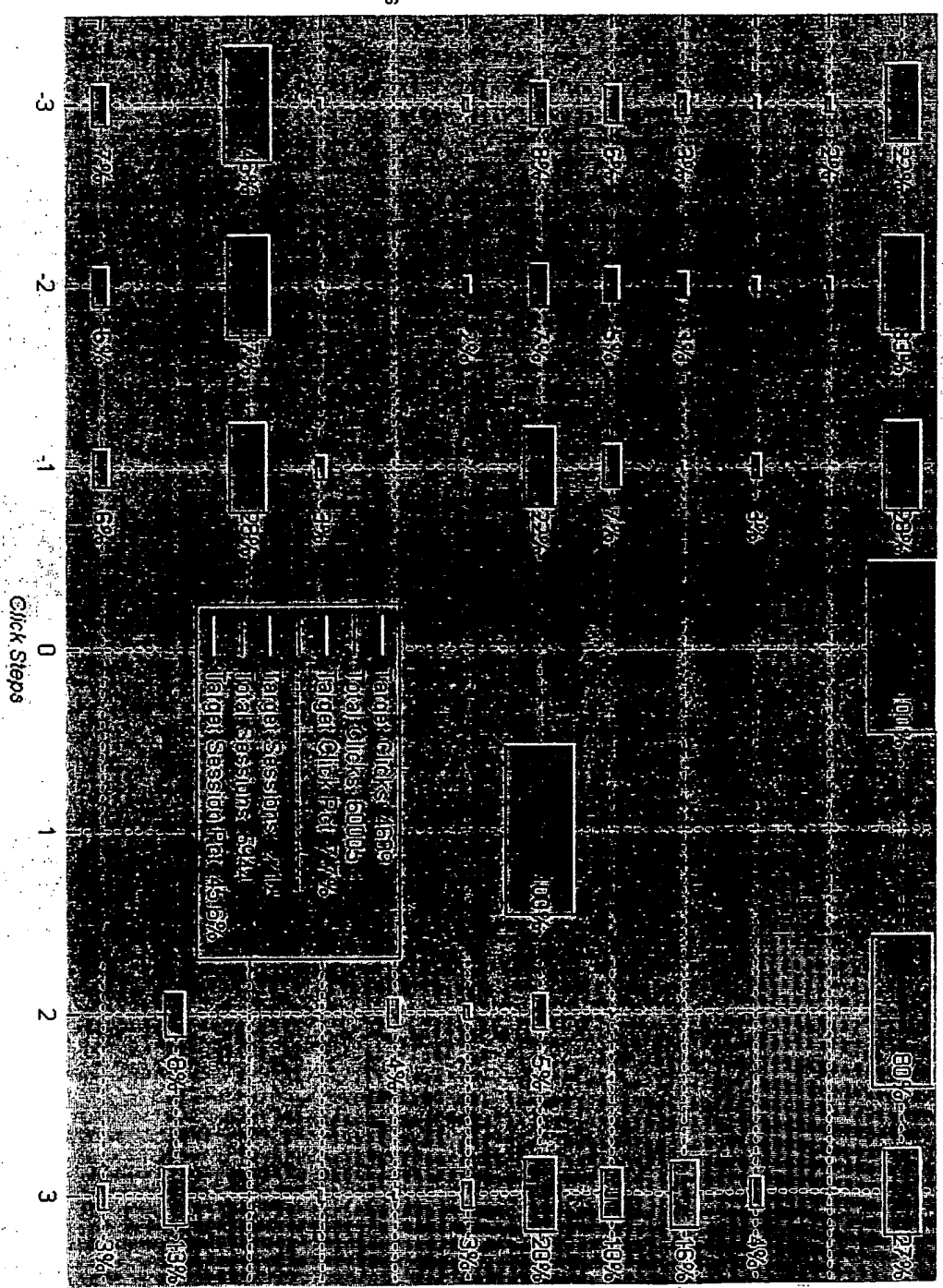
FIG. 13





Clickstream Path Breakdown 10-Jul-2001

- main/home 1402
- main/search_results
- main/registration
- main/search
- main/browse
- main/login 1401
- main/shopping_cart
- products/product_detail_shirts
- main/search_not_found
- Enter
- Exit
- Other



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COLAP -- User Interface

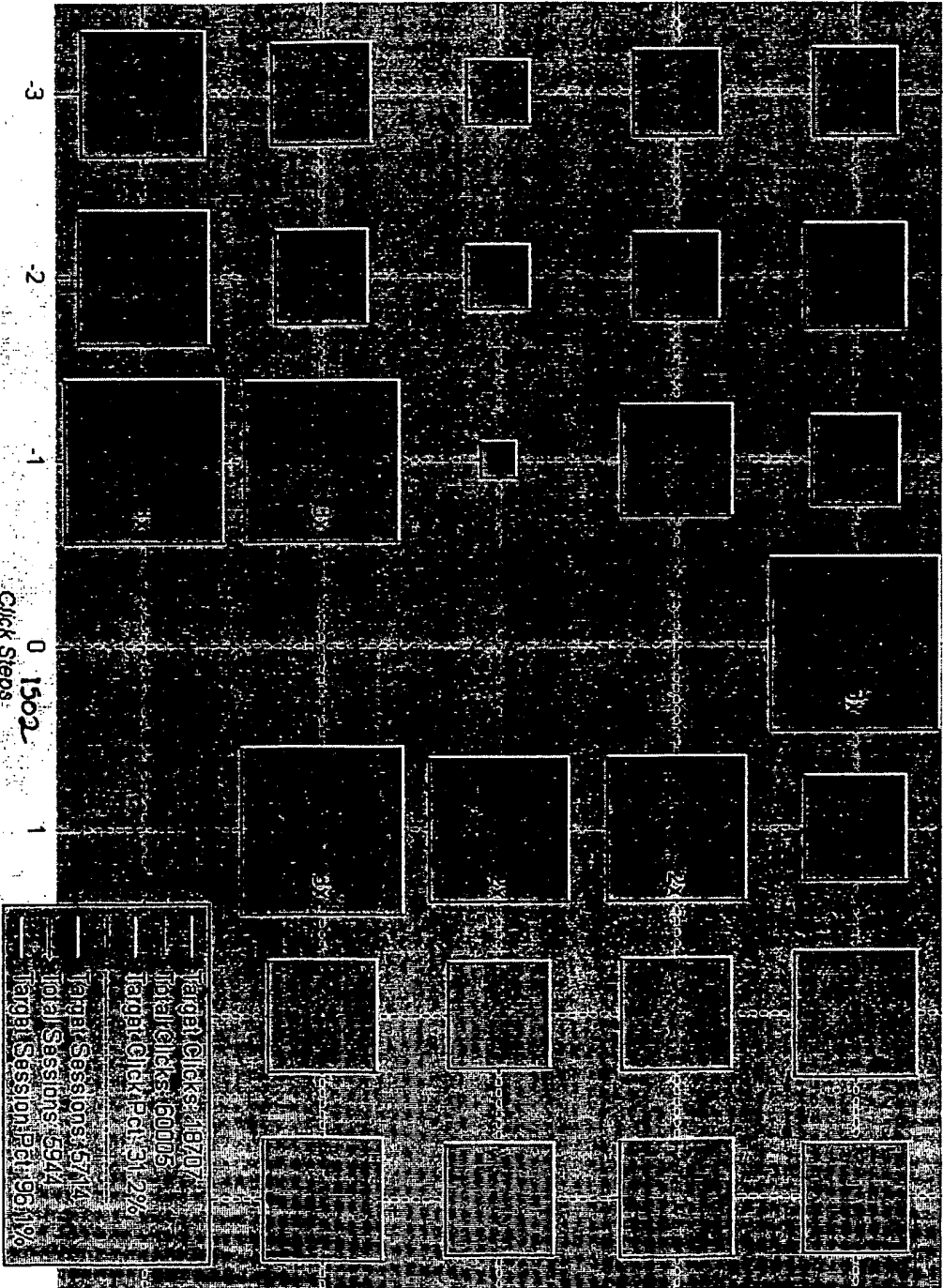
Back Fwd Min. %/Lift Show Lift? Target Node Ssn. # Clicks Exit

3 3 2 Choose from Figure No Filter Re-target



Clickstream Path Breakdown 10-Jul-2001

main/home
main/registration
main/search
main/login
Enter



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COLAP -- User Interface



Back Fwd. Min. %/Lit Show Lift? Target Node Ssn. # Clicks Exit

FIG. 15